ANALYSIS OF INFLUENCING FACTORS BEHAVIOR OF NATURAL TOURISM VISITORS SEDUDO NGANJUK WATERFALL

I Made Bagus Dwiarta[1], Suhermin[2]

Doctoral of Management Student, STIESIA Surabaya and Lecturer in Universitas PGRI Adi Buana, Surabaya, Indonesia[1]
STIESIA, Surabaya, Indonesia[2]

Corresponding Author: bagusdwiarta@gmail.com

Abstract: The purpose of this study was to determine and analyze the factors that influence the behavior of visitors to the Nguduk Sedudo Waterfall Nature Tourism. Nature tourism is one of the most popular tourist attractions by tourists. This tourism product is the utilization of the forest area and the type of outdoor recreation which at this time might become a trend. Until now more than 120 natural tourism locations have been developed by Perhutani Corporation. The results of data analysis showed that the original factor had 20 indicators (factors) capable of being reduced to 6 variables with 13 indicators which were factors that influenced the behavior of visitors to the Nguduk Sedudo Waterfall Tourism. Based on the fit model test fulfilled the requirements that the KMO value was 0.648, NRR was 50% and the BTS value with chy square was 1167.462 with a probability value of 0.000, then the factor analysis model used in this study fit / fit the model.

Keywords: Nature tourism, waterfall, customer behavior, visitors

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1. Introduction

The tourism industry in this century is one of the pillars of the government to increase the country's exchange rate, therefore its development must stimulate economic growth in Indonesia. According to John Naisbitt in The Global Paradox, tourism will become the world's largest industrial globalization in the 21st century and investment in the world tourism sector has increased by 10.7% of total world capital. Tourism spending will make up 11% of the amount spent on money by consumers worldwide. Also according to John Naisbitt, tourism will contribute to the world economy by 10.22%, tax revenue of 655 billion dollars, all this is due to the rapid development of tourism which is 23% of the world's economic growth. The tourism sector is a complex industrial sector which also includes other sectors such as the domestic industry, hotels, food, crafts and other sectors (AuliaEmra, 2018). This provides an example of the fact that this sector should really be developed taking into account the abundant tourism resources in Indonesia.
Nature tourism is one of the most popular tourist attractions for tourists. The product of this tourism is the use of forest areas and other types of outdoor recreation which can become a

trend of life today for people who are tired of the hustle and bustle of the urban atmosphere, but also as a picnic vehicle that educates and generates income. for the managers. As a tropical country that is rich in tourist destinations such as forests, mountains, rivers, sea, etc., Indonesia has become one of the world's tourist destinations and domestic tourists, many natural tourism has been developed in Indonesia, especially in Java, either by Perum Perhutani or other managers. The increasing demand for forest recreation is the result of many factors. The population continues to grow, education and people's incomes increase, there are technological developments that affect the increase in leisure time, the smooth flow of transportation and information and a decrease in the quality of the environment, especially in urban areas. these factors (Gregory, 1972).

Therefore, we can say that the prospect of natural tourism activities is very promising to be developed, given that the desire of tourists who want to return to nature is increasing with the increasing of these factors. On the basis of the above facts, it is necessary to conduct studies that can provide information that will be used as a basis for reflection to determine the investment value for the development of tourist areas which is proportional to the monetary value of natural tourism locations. This is a manifestation of the added value of natural tourism sites, so that the income can be equal to or greater than the value of the natural tourist attraction. In the development and improvement of tourism, the author considers visitor behavior to the nature tourism recreation services managed by the Perhutani Public Company and identifies the factors considered by tourists to visit tourist attractions, especially the tourist sites of Sedudo Nganjuk Waterfall which are managed by the Public Company. Perhutani so that it can be used as a basis for determining future policies. Referring to the description above, the problem of this research is formulated as follows: What factors influence the behavior of visitors to the Sedudo Nganjuk Waterfall Nature Tourism? Taking into account the context and formulation of the problem, this study aims to determine, test and analyze the factors that influence the behavior of visitors to the Sedudo Nganjuk Waterfall Nature Tourism.

2. Literature Review

Nature Tourism: Definition and Characteristics

Tourism is a sector with great potential to build and develop an area, both urban and rural environments. Tourism can also increase welfare rates and the quality of life of the community, especially those who live in tourist areas. In addition, the tourism sector also provides a multiplier effect and great benefits for society, such as creating new jobs and reducing unemployment (Hadiwijoyo, 2012 in Muharmansyah, 2012).

Everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural and man-made wealth which is the target or destination of tourists and tourist destinations hereinafter referred to as tourism destinations (Law Number 10 of 2009 concerning Tourism). Nature tourism is a form of reaction and tourism, in which the potential and natural resources and ecosystems are used both in the form of enforcement and after being integrated into human creativity. While natural tourism objects are elements of the environment consisting of natural resources, human resources, artificial resources that can be developed and used as attractions to become tourist facilities or tourist objects, namely, all things that are interesting to see and feel by tourists provided or sourced from nature alone (Chandra, 2016 in Hasmida et.al, 2020). Depending on the type of area, nature tourism is divided into nature tourism in forest areas (nature reserves) and nature tourism outside forest areas. Natural attractions that exist outside of nature reserves include national parks, tourist parks, new parks, marine parks

and large forest parks. Management and these objects are the responsibility of the Ministry of Forestry. Meanwhile, natural tourism objects that are outside of nature reserves, including ecotourism or safari parks, are generally managed by BUMN (Perum Perhutani) or private.

In fact, natural tourism activities can be grouped into nature tourism, agro-tourism and rural tourism. At this time tourism (ecotourism) is the most popular form of tourism in the world and the most popular, because it leads to activities to return to nature so that participants actually do activities in nature. Another interesting development is the growing interest in special tourism in various countries. They are mostly professionals and experts as they go about their hobbies. Apart from that, tourists are usually also attracted to places that are unspoiled and unreachable by many humans, such as caves, mountains, wilderness, fast currents, sea corals and others. This kind of tourist attraction is quite widely available in Indonesia. However, this time it has not been managed properly, it can also be said that it has not been managed seriously.

Natural recreation is one of the intangible benefits of forest resources, not economically different from wood products or other tangible products, where problems arise from the very beginning due to scarcity. As with other forest products, using natural recreation as forest products requires energy and capital / technology inputs. Meanwhile, according to Lindberg et.al 1997 in Wickramasinghe (2012) forest-based ecotourism is a non-land-based model of sustainable forest management, which is built on recreational services provided by forests.

Lindberg et. al (2004), shows that the factors that influence the demand for natural tourist attractions can have an influence on the level of costs that must be determined, while these factors are: tourist income, population density, tastes, impression of destination, competition between tourist objects, cost of travel to tourist sites, quality of attractions presented, quality of travel experience, political and economic stability, tourist attractions, localization of entry fees. This is reinforced by Soemitro (2000), who states that demand for services is highly subjective because individualistic tastes, perceptions, and volunteerism vary widely from person to person. In this case, the economic potential of natural tourism resources has a market-oriented service product, but which at the same time is geographically related to location, so that the distance, time and transportation costs that separate the source and the market (consumers) are the factors whose influence is very important. .

Nature Recreation Requests

To plan a management of a recreation or tourism area, it can be done through an analysis of tourist demand for tourist objects. This analysis is needed as a basis for planning the management and development of natural tourism areas that can meet tourist demand based on natural tourism resources that are owned and in accordance with the designated purpose of the area. This analysis is needed as a basis for planning the management and development of natural tourism areas that can meet tourist demand based on natural tourism resources that are owned and in accordance with the purpose of the area designation (Gold, 1980 in Muharmansyah, 2012).

In addition, Abdurachman (2003) argues that demand which is supported by purchasing power is called effective demand, while demand which is based solely on demand is called absolute or potential demand. The relationship between price and quantity on the demand curve is negative, which means that when the price of a good increases, the quantity of the good in demand decreases. According to Worrel (2005), the amount of goods purchased depends on the price of the goods sold, the consumer's income or purchasing power, the total number of potential consumers, consumer tastes and the substitutes and complements offered.

Assessment of the Economic Benefits of Nature Tourism

To assess the intangible benefits of forest resources when the benefits cannot be assessed quantitatively by market mechanisms, namely the willingness to pay. In assessing the recreational benefits of forest resources, willingness to pay is done by estimating a demand curve that describes the willingness of visitors to pay for the costs of enjoying recreational activities (Darusman, 1997). There are two methods used to estimate value. tour colors, namely: the travel cost approach (Travel Cost Method) and the hypothesis assessment approach. A valuation method that uses a visitor's willingness to pay is the Travel Cost Method. This method is widely used in developed countries to obtain a demand curve for recreational services (Clawson and Knetsch, 1999 and Davis 2001). The assumptions used in the Travel Cost method are used as a way to realize the recreational benefits of a tourist attraction. is based on the fact that visitors will respond in the same way, both with changes in admission prices and when dealing with changes in travel costs (Knetsch and Driver, 2004). In addition, according to Darusman, 1997, most users of natural attractions do not want to pay admission tickets and think that the potential for this natural resource is owned by the public (public goods), so they do not want to pay anything when using this resource. for the benefits. As a result of the above, revenue from the sale of admission tickets cannot be used as an indicator to determine the useful value of the relevant recreational object, because the income earned does not reflect the true value of the willingness to pay the users of these attractions.

3. Method

Sampling Technique

The sample size of the population is determined using a minimal sampling approach (Maholtra, 2004). Minimum sample is 5 times the independent variable. To get a minimum sample of 5 x 20 = 100, to anticipate deviations, add 10% of the minimum sample to anticipate deviations so that the minimum sample is 100+ (100 x 10%) = 110 samples. 150 samples were used in this study.

For field sampling using non-random sampling, namely accidental sampling. The samples used were visitors who happened to be at the location at the time of the research. This method is based on the consideration that there is no complete population (visitor) data available on the site. And the identity of the population (visitors) changes all the time.

Operational Definition of Variables

To clarify the meaning of the variables studied, the authors define the variables under study in accordance with empirical conditions so that there is no bias in data mining. For more detailed operational definitions, these variables are: X1 (beauty) is the beauty of the scenery at the waterfall location; X2 (worship facilities) is the availability of worship facilities; X3 (cleanliness) is cleanliness at the location of the waterfall; X4 (coolness) is the coolness of the air at the location of the waterfall; X5 (layout) is the regularity of the facility layout at the waterfall location; X6 (ticket price) is the price of admission at an affordable waterfall location; X7 (easy to get a ticket) is the convenience to get a ticket outside the waterfall location; X8 (access) is the ease of reaching the waterfall location; X9 (open schedule) is a response that the location of the waterfall is always open to the public; X10 (image) is the intensity of the waterfall natural tourism image; X11 (billboard) is the effectiveness of advertisements in public places that show the presence and attractiveness of the waterfall location; X12 (pamphlet) is the effectiveness of a pamphlet distributed by the management

that shows the existence and attractiveness of the waterfall location; X13 (knowledge) is the visitor's knowledge of the waterfall's existence, facilities and attractions; X14 (guide equipment) is the completeness of a guide to the location of the waterfall; X15 (friendliness) is the friendliness of the staff at the waterfall location; X16 (dexterity) is the officer's dexterity in providing assistance when visitors have difficulty; X17 (rest area) is the availability of an adequate rest area at the waterfall location; X18 (parking space security) is the security of a parking space for vehicles at the waterfall location; X19 (word of mouth promotion) is information obtained by word of mouth for visiting the waterfall site; The X20 (complaint handling system) is the existing complaint handling system at the waterfall location.

Data Collection Technique

Primary data comes from questionnaires with visitors to tourism areas and leaders / managers of tourism areas. While secondary data, apart from being obtained from Perum Perhutani and KPH, was also obtained from the Central Bureau of Statistics (BPS), the Association of Tourism Organizing Bodies (ASITA), the Ministry of Forestry, the Office of the State Minister for Tourism and Arts, and the Local Government of Tk. II local.

Validity and Reliability Test

This phase is the phase in which the research instrument is tested on a small number of respondents. Test instrument test is done to ensure that this test instrument measures what must be measured (valid) and the accuracy and consistency of the instrument (reliable). This test should be done to avoid measurement errors when sent to real respondents.

The validity test in this study was conducted by measuring the correlation between the reflective indicator score and the latent variable score. For this purpose loading 0.5 to 0.6 is considered sufficient (Ghozali, 2008, Solimun, 2008). The statement item can be said to be valid if it has a loading> 0.5.

The reliability test in this study was conducted by measuring the correlation between the response statements in the indication group. although this is not an absolute standard, the indicator group that measures a variable has a good composite reliability if it has a composite reliability> 0.6 (Solimun, 2008). In other words, the statement item can be said to be reliable if it has composite reliability> 0.6.

Data analysis technique

The data analysis technique used factor analysis, which is a multivariate statistical analysis technique used to reduce and conclude factors into factors (Maholtra, 2004: 515). In an effort to process data to draw research conclusions, researchers used the help of computer applications through the SPSS for windows program.

The general factor analysis model is as follows:

Xi = A11F1 + A12F2 + A13F3 + ...+ AIM FM +ViUi

Where:

Xi = standardization of the 1st variable

Aij= standardization of the variable multiple regression coefficient 1 on the common factor j

F = *common factor*

Vi = standardization of the regression coefficients of variable 1 on the unique factor fsn

Ui = unique factor for variable 1

Unique factors are not correlated with other unique factors and also with common factors. The common factor itself can actually be expressed the same for the linear combination of the observed variables. So that it can be formulated as follows:

Fi = Wij X1 + Wi2 X2 + Wi3 X3 + ...+ Wik Xk
Where:
Fi = 1st factor estimate
Wi = weights or factor coefficient scores
K = jumlah variabel
In general, the steps of the factor analysis test include: first, the formulation of a problem that serves to formulate and formulate the problem to be investigated. Research problems should focus on identifying factors, because factor analysis focuses only on identifying factors, not analyzing relationships, correlations, or testing differences.
Second, create a correlation matrix in which this step specifically tests the level of correlation, which is used to determine whether the variables have similarities (homogeneous / generalized) or not, and tests the adequacy of the sample. There are two important analyzes in this phase, namely: (1) Bartles test of sphericity, which aims to test the null hypothesis which says that the variable has no correlation, if the null hypothesis is rejected, the accuracy of the factor model used will not be in doubt. How: if the value of the Bartles test of sphericity is large, it indicates a high correlation so that the model formed is suitable for use; (2) Kaiser-Meyer-Oklin (KMO) test, aims to determine whether the sampling was sufficient or not. If the KMO value is in the range 0.5 to 1, it means that the factor analysis is good for use or the sample is sufficient.
Third, the method or factor analysis technique using Pricipal Component Analysis (PCA). Where this analysis aims to obtain the minimum number of factors that produce the maximum variance of the data for use in further multivariate analysis. To determine several factors that can be accepted empirically, it can be seen from the magnitude of the eigen value (eigenvalue). If the eigenvalue is greater than 1 (> 1), the more representative the factor represents the variable. Fourth, factor rotation which has the objective of factor rotation is to simplify the factor matrix so that it is easier to interpret. Factor rotation will use the varimax procedure in order to minimize the variables with the highest value on a factor. Fifth, Factor Interpretation where this step is to determine which variables can be included in a factor and which are not included in a factor. Variables that are included in a factor must have a loading factor above 0.5, while below 0.5 will be discarded or not included in the factor. Sixth, determining the appropriate model is to determine whether the resulting factor model is good or not. The trick is to look at the residual value, if there are a lot of small residual values, the model is good or worthy to be used as a basis for decision making.

4. Result and Discussion

Waterfall Tourism Services Marketing Strategy

Market Aspect: Most visitors to the Sedudo Waterfall Tourism Forum are workers and live outside the waterfall area (mostly from Surabaya). Behaviorally, people who work prefer comfort because the strongest motivation is to enjoy. This can be seen from the factors where the most important consideration is the service quality aspect or the condition of the waterfall.

Travel agent aspect: Travel agencies that offer the Sedudo Waterfall Tour are still very rare. Because most visitors come by own or rented vehicles. For this reason, the manager must be serious and systematic in approaching the travel agent or agency.
Infrastructure Aspects: Access (roads, road signs) needs to be improved in the future, road maintenance can work together with the Public Works Agency. Thus, the quality of the entrance to the location can be easily penetrated by visitors using vehicles or on foot.
Promotion Aspect: Waterfall tourism management must be done professionally, independently and profit-oriented. Performances or tourist attractions are needed to attract tourists, both domestic and foreign. The message content must match the message published. The use of brochures, pamphlets, advertisements and other promotional means must be planned systematically with a comprehensive, independent and accurate marketing program.
Natural Potential: Natural potential which is dominant to attract tourists is a forest area with natural scenery around it in the form of expanses of pine trees, mountain pine trees and dammar and teak. Besides the forest area, there is also Sedudo Waterfall which is a major tourist attraction. Another natural potential is the Camping Ground which is no less attractive for tourists, especially tourists who will enjoy the fresh air with the types of trees that are quite shady. To explore the forest area, there is a path that connects parts of the area making it easier for tourists to enjoy the forest area and to conduct forest research and observation.

Artificial Potential: Artificial Potential in the Wana Wisata Area of Sedudo Waterfall, consisting of a Gate, Information Center, Parking Lot, Pathway, Camping Ground, Guesthouse / lodging, Shelter, MCK, Toga, handicrafts selling place, Elephant attraction arena and other natural theater. Meanwhile, the road facilities are 3,938 meters long from the entrance to the center of existing activities as well as a 1,500 meter long walkway that connects each area or recreational facility.

Bartlett Test of Sphericity (BTS)

The BTS value indicates whether the data in the factor analysis have a relationship with each other. The BTS value is significant if the maximum is 0.05. In this study, the BTS value with chy squared is 1167,462 and the probability value is 0,000, meaning that there is a strong correlation with the original factor. Therefore it can be concluded that the factor analysis model used in this study is feasible.

Kaiser Meyer Olkin (KMO) Indeks
Kaiser Meyer Olkin is a coefficient in factor analysis used to analyze the suitability of a sample for the data used in this study. The KMO requirement is 0.648. The results showed that the KMO value of 0.648 means that the sample used in this study was considered sufficient. Therefore, the factor analysis used in this study is an appropriate or appropriate model.

Non Redundant Residual
This coefficient shows the percentage change in the data after rotation. The worse the data changes the factor analysis model that is formed. The results showed that the value was not excessive 50%. From this result, we can conclude that in the study it changed ≤ 50%.

Because in this study, the NRR value was% 50%, the factor analysis model used in this study was in accordance with the model.

Comulative of Variance

These coefficients represent the level of data representation that retains the original factors formed after rotation to the new factors. In this study, the cumulative value of variance was 65.351, so it was concluded that the original factor of 65.35% of the data did not change. 34.65% the rest has changed 34.65%. Therefore, it can be concluded that the factor analysis model in this study is considered appropriate because the standard comulative of variance is> 50%. Therefore, the factor analysis model in this study meets the requirements (fit model).

Eigen Value

The eigen value is used to determine the number of new factors that are formed. The requirement of the eigen value is> 1. The results showed that there are 6 factors that have an eigen value> 1.

Loading Value

This coefficient is used to determine whether a variable is included in the new factor. Based on the results of the factor analysis, 20 variables can then be summarized into 6 new factors with an eigenvalue greater than 1. The condition that must be met that the original factor is an indicator of the new factor is the load value ≥ 0.6. The new factors, eigenvalues,% variance and cumulative variance are shown in the following table:

Table 1 Eigen Value, % Variance dan % Cumulative Variance On New Factors

New Factors	Eigen Value	% Variance	% Cumulative Variance
1	4,919	24,597	24,597
2	2,449	12,247	36,845
3	1,833	9,163	46,008
4	1,450	7,248	53,256
5	1,295	6,475	59,731
6	1,124	5,619	65,351

Source: processed data

Table 2 Recapitulation of Results

No New Factors	Loading Variable Name	New Factor Name	Loading Variable	% Variance
1	(X_{10}) image	Image knowledge from billboards	0,647	**24,597**
	(X_{11}) billboard		0,675	
	(X_{13}) knowledge		0,630	
2	(X_2) worship facilities	Worship facilities and coolness	0,828	**12,247**
	(X_4) coolness		0,611	
3	(X_3) cleanliness	Cleanliness and ease of getting a ticket	0,706	**9,163**
	(X_7) the ease of getting a ticket		0,787	
4	(X_9) open schedule	Opening schedule and pamphlet	0,812	**7,248**
	(X_{12}) pamphlet		0,808	
5	(X_{14}) signpost completeness	Guide, dexterity and safety	0,642	**6,475**
	(X_{16}) dexterity		0,732	
	(X_{18}) parking space security		0,700	
6	(X_{15}) friendliness	Friendliness	0,756	**5,619**

Interpretation of the New Factors That Are Formed

Factor 1: Knowledge of images from advertisements, factors of image knowledge from advertisements, have a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because most of the visitors know the good image of these tourism objects from various information, especially from various advertisements held by tour managers. Factor 2: Worship facilities and coolness, worship facilities and coolness factors have a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because with the availability of places of worship, visitors will feel calm. Visitors feel they can still worship because in a cool atmosphere and away from the kebisinan it will support their concentration in carrying out worship. Factor 3: Cleanliness and ease of obtaining a ticket, cleanliness and ease of obtaining a ticket have a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because with a clean and healthy tourist environment, visitors will feel comfortable in enjoying their tour, supported by it. The ease of obtaining a ticket to enter the tourist attraction will create a good image of the tourism conditions.

Factor 4: Opening schedules and pamphlets, open schedule factors and pamphlets have a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because it makes it easier for visitors to schedule visits to several tourist objects, especially if they hold tours in groups. The availability of pamphlets also makes it easier for visitors to visit. Factor 5: Signposts, dexterity and security, signaling factors, dexterity and security have a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because road signs facilitate access to visitors' trips besides that if the tourist environment has skilled employees assigned to help smooth access it will guarantee visitor satisfaction because they can travel quickly. Secure parking facilities also support the peace of visitors because they do not feel anxious that parked vehicles can be guaranteed safe. Factor 6: Friendliness, the Hospitality factor has a significant effect on the behavior of visitors to the natural tourism of Sedudo Nganjuk Waterfall because these conditions can create a good impression on these attractions, these conditions can also create visitor loyalty which may be interpreted through their word of mouth promotion to the visitors. Relations or provide references to potential visitors.

5. Conclusions

The conclusions from the research results, including: first, the results of data analysis with factor analysis have been obtained according to the existing coefficients, the BTS value coefficient, this coefficient shows whether the data in the factor analysis have a relationship with one another. not. The value of BTS is said to be significant if the maximum is 0.05. In this study, the value of BTS with chy square is 1167,462 and a probability value of 0,000 means that there is a strong correlation to the original factor. Thus it can be concluded that the factor analysis model used in this study is feasible. Second, the Kaiser Meyer Olkin coefficient is an efficiency in factor analysis that functions to analyze the adequacy of the sample or data used in this study. KMO requirements are 0.6. The results showed that the KMO value was 0.648. means that the sample used is sufficient or meets the requirements. Third, this coefficient shows the percentage change in data after rotation. The more data that changes, the better the factor analysis model is formed. From the research result, it shows that the non redundant value is 44%. From these results it can be concluded that the change in research should not be more than 50%. Because in this study the NRR value was ≤ 50%. Then the factor analysis model used is a fit model. Fourth, the Eigen Value is the coefficient

used to see the number of new factors that have been formed. The requirement of the eigenvalue is> 1. Based on the results of the NEV value in this study, 6 new factors have been formed. Fifth, the original factor has 20 indicators (factors) that can be reduced to 6 variables with 13 indicators which are factors that affect the quality of information in determining management decision making.

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